

A method and a device for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program, characterized in that the key code contains elements that are each transmitted in succession to the screen of the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot. The key code for every announcement is selected automatically and randomly among a predetermined number of different key codes.

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